Journals Division
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Journal of British Studies

Circulation and Marketing Report

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Executive Summary

- Overall small decline in circulation – good given current conditions
- Membership somewhat larger decline – but still good given current conditions
- Renewal rate remains high
- Excellent recovery from RoweCom bankruptcy (almost 90 percent of affected subscriptions currently active)
- Marketing plan to announce NACBS publication program change underway
- Direct mail promotion of fall 2003 very successful
- Advertising and list rental revenue up slightly
- Online usage increasing
- *JBS* very competitively priced, with room for increase in the future if necessary

Section One: Current Situation

Circulation

Journal of British Studies Circulation

Total paid circulation for the *Journal of British Studies* at the end of Volume 42 (2003) is 1,445. This represents a slight decrease of 1.5 percent from the 2002 total (1,488). Changes in circulation by subscriber type are as follows:

- Institutional subscriptions decreased by 13, from 796 to 783
- Non-member individual subscriptions decreased by 2, from 26 to 24
- NACBS member subscriptions decreased by 30, from 692 to 662

Given the current economic conditions and their inevitable effect of market contraction, as well as the online publication of the journal, these figures are good: *Journal of British Studies*' circulation remains stable.

North American Conference on British Studies (NACBS) Membership

Despite small declines, NACBS membership has held onto much of the ground gained in 2002. Total membership decreased by 39 (4 percent) by the end of 2003, from 990 to 951. Changes for each membership type are as follows:

- Regular membership (both subscribers and non-subscribers) decreased by 46, from 821 to 775 (down 6 percent)
- Student membership (both subscribers and non-subscribers) increased by 7, from 131 to 138 (up 5 percent)
- Members with subscriptions decreased by 30, from 692 to 662 (down 4 percent)
- Members without subscriptions decreased by 9, from 298 to 289 (down 3 percent)

The following page tabulates the *Journal of British Studies* circulation and NACBS membership for the past five years in detail.

Journal of British Studies Circulation and NACBS Membership 1999-2003

***JBS* Circulation**						
	1999	**2000**	**2001**	**2002**	**2003**	**Diff.**
Date of report	**Aug-99**	**Aug-00**	**Sep-01**	**Nov-02**	**Nov-03**	**2002 to 2003**
Institutions						
U.S.	472	464	455	474	465	-1.9%
Outside U.S.	269	283	289	322	318	-1.2%
Total Institutions	741	747	744	796	783	-1.6%
Individuals						
U.S.	10	19	11	10	12	20.0%
Outside U.S	14	11	17	16	12	-25.0%
Total Individuals	24	30	28	26	24	-7.7%
NACBS Members						
U.S.	458	420	446	477	439	-8.0%
Outside U.S.	77	75	85	98	94	-4.1%
Students--U.S.	69	72	82	79	90	13.9%
Students--outside U.S.	8	5	6	12	12	0.0%
Sustaining	15	11	13	13	11	-15.4%
Life	10	12	13	13	16	23.1%
Total NACBS members	637	595	645	692	662	-4.3%
Total individuals/members	661	625	673	718	686	-4.5%
Complimentary	48	46	58	25	45	80.0%
Total U.S.	1072	1044	1078	1091	1078	-1.2%
Total outside U.S.	368	374	397	448	436	-2.7%
Grand Total	1,426	1,388	1,447	1,513	1,490	-1.5%
Paid Total	**1,378**	**1,342**	**1,389**	**1,488**	**1,445**	**-2.9%**

NACBS members not subscribing to *JBS*						
	1999	**2000**	**2001**	**2002**	**2003**	**Diff. 02-03**
U.S.	163	177	189	210	208	-1.0%
Outside U.S.	23	19	43	36	34	-5.6%
Students-U.S.	15	22	24	34	30	-11.8%
Students outside U.S.	4	1	8	6	6	0.0%
Sustaining			1	1	2	100.0%
Life	10	9	8	11	9	-18.2%
Total	**215**	**228**	**273**	**298**	**289**	**-3.0%**

Total NACBS Membership						
	1999	**2000**	**2001**	**2002**	**2003**	**Diff. 02-03**
U.S.	621	597	635	687	647	-5.8%
Outside U.S.	100	94	128	134	128	-4.5%
Students-U.S.	84	94	106	113	120	6.2%
Students outside U.S.	12	6	14	18	18	0.0%
Sustaining	15	11	14	14	13	-7.1%
Life	20	21	21	24	25	4.2%
Total	**852**	**823**	**918**	**990**	**951**	**-3.9%**

Note: *Journal of British Studies* volumes end with the October issue.

Renewals

The overall current renewal rate for the *Journal of British Studies* for 2004 is 89 percent. This rate compares favorably with those of recent years. A breakdown of renewal rates by category for the past four years follows:

	Renewal Rate			
	2004	**2003**	**2002**	**2001**
USA	88%	89%	85%	85%
Foreign	91%	82%	86%	85%
Institutions	99%	88%	91%	92%
Individuals - Members	84%	76%	80%	87%
Individuals - Non-Members	78%	58%	NA	NA
Students	57%	60%	57%	74%
NACBS members (all; *JBS* and non-*JBS*)	84%	83%	79%	85%
Overall Renewal Rate	89%	87%	85%	85%

divine/RoweCom, inc.

The bankruptcy of divine/RoweCom, inc. in early 2003 had some impact on last year's institutional circulation of the *Journal of British Studies* (such an impact has been felt by journals throughout the industry). Our efforts have succeeded in recovering almost all of the affected subscriptions, with 87 percent of them subscribing in 2004.

Most institutional customers do not deal with publishers directly, but instead purchase through subscription agencies. This allows an institution to make one bulk payment to an agency, which then takes out subscriptions with various publishers on behalf of the institution. The largest agencies the University of Chicago Press works with are now EBSCO and SwetsBlackwell. divine/RoweCom, inc., was among the larger agencies, and its demise has affected all academic publishers.

There were 109 subscriptions to the *Journal of British Studies* handled by RoweCom in 2002. We take this number as the base number of subscriptions affected by the RoweCom bankruptcy (with the understanding that some of these customers may have intentionally chosen not to renew their subscription to the journal in 2003).

We communicated directly with those institutions for which we had en-user in formation. To reach the others, we posted messages on Listservs, such as the RoweCom creditors group at yahoo.com. Of the 109 affected subscriptions, 96 are currently active (87 percent), 12 subscriptions were not renewed after 2002, and one subscription has either not been renewed or we have, as yet, been unable to connect it with a new subscription.

In 2003, we graced (i.e., provided issues without payment) 60 subscriptions that were identified as having paid divine/RoweCom, inc., for 2003. Although we did not receive payment from these subscribers for 2003, 59 have renewed their subscriptions for 2004 (98 percent); thus our gracing policy proved to be a successful retention effort.

RoweCom Breakdown by Status

Total RoweCom related subscriptions	109
Active in 2004	96
Unknown	1
Never Renewed after 2002	12

We will continue our efforts to recover any losses due to the RoweCom/divine, inc., bankruptcy through future telemarketing and institutional marketing programs. We will continue to work with agencies in exploring ways of approaching lapsed institutional agency subscribers.

Change in NACBS Publishing Program

In consultation with NACBS, letters explaining the changes resulting from the consolidation of *Albion* with the *Journal of British Studies* were sent to:

- All institutional subscribers (for whom end-user information was available) and subscription agencies,
- All individual non-member subscribers,
- All individual member subscribers,
- All individual member non-subscribers,
- All sustaining member subscribers, and
- All life member subscribers.

In addition, the renewal mailing to those NACBS members not previously subscribing to the journal will include a tailored letter and renewal form with a special offer of a reduced membership rate. Examples of all these letters are included in Appendix V below.

The new editor and new book review editors will be included in the forthcoming direct mail promotion scheduled to mail in fall 2004.

Direct Mail Efforts

Fall 2004 Promotion

In October 2004, promotional pieces will be mailed to the following lists in order to solicit new and renewing subscribers/members for the *Journal of British Studies* and NACBS:

Lists	Total
Albion Subscribers	300
Victorian Studies (Indiana U. Press)	550
American Historical Association selects	3,000
MKTG University book buyer selects	1,200
MDR University book buyer selects	1,200
Total	**6,250**

A further 500 brochures will be printed for distribution at exhibits and meetings. This promotion will include information on the new editorial team. We will include the results of this promotion in the next report.

Fall 2003 Promotion

In September 2003, a promotional mailing for the *Journal of British Studies* and NACBS was sent to 2,646 potential members/subscribers. This promotion garnered a total of 216 orders, of which 65 were new and 151 renewing.

As always, we welcome suggestions about mailing lists that you might like us to try in future promotions.

Advertising and List Rental

Paid and Exchange Advertising

Advertising revenue for FY2004 was $7,780, up significantly on the total for the previous year of $5,446. The level of revenue from paid advertising for non-science journals tends to fluctuate from year to year since it varies with the related publishing output of competing presses.

Currently the *Journal of British Studies* holds advertising exchanges with the following journals:

Continuity and Change	Cambridge University Press
Journal of the History of Sexuality	University of Texas Press
Historical Reflection/Réflexions Historiques	Alfred University, Division of Human Studies

Such exchanges are a cost-effective way of promoting the journal to a number of audiences, especially those overseas. We welcome suggestions of additional journals to approach for advertising exchanges.

List Rental

List rental revenue for FY2004 was $610, up slightly on the $585 total for FY2003. While list rental has never been a substantial source of income for the *Journal of British Studies*, we continue to see some income from this source each year.

Exhibits

The *Journal of British Studies* was exhibited at the meetings listed in Appendix I. This appendix also provides a listing of exhibits from 2003 through 2005.

UCP Web Usage and JSTOR Usage Statistics

Appendixes II and III provide detailed usage statistics for the UCP *Journal of British Studies* Web site and the NACBS Web site and directory, as well as for the *Journal of British Studies* in JSTOR. Overall, online usage is increasing, as we would expect.

Competition

The *Journal of British Studies* is among the lowest priced journals in its area. Information on competition is provided in Appendix IV.